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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**THE INITIATIVE OF GREEN MARKETING IN INDIA**

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**ABSTRACT**

*In the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has to be collected from multiple sources of evidence to understand the importance of green and sustainability management, in addition to books, journals, websites, and news papers. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. Why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand*

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## A FRAMEWORK FOR STUDY OF BRAND STRATEGY BETWEEN THE HOW TO IDENTIFY LOGO GLOBAL BRAND RECALL WITH GLOBAL MASS

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**ASST. PROFESSOR**  
**SAHYADRI COMMERCE AND MANAGEMENT COLLEGE**  
**SHIMOGA**

### ABSTRACT

*As a part of Branding, industries are spending much in designing the logo, packaging, and also in identifying the trade mark. Branding is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Among the sports apparels Global brands like Reebok, Nike, and Puma & Adidas are playing with their own marketing tactics to establish themselves with their target customers. They are vigorous in communicating about their brand attributes through different "Brand Ambassadors". This study is basically involving in comparing selected global branded sports apparels, which includes Reebok, Nike, Puma & Adidas for assessing the impact of branding among the target markets through the test of brand recall.*

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**A STUDY ON FACTORS AFFECTING SAFETY IN MUTUAL FUND INVESTMENTS**

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**Ph. D. RESEARCH SCHOLAR**  
**R & D CENTRE**  
**BHARATHIAR UNIVERSITY**  
**COIMBATORE**

**ABSTRACT**

*This study was conducted among the mutual fund investors to know future prospective of their financial plan and evaluated their awareness about mutual funds schemes and preference. The mutual fund schemes and plans are like an ocean to fetch a pearl in their history. Mutual funds have started in India in 1964. The first scheme was Unit Scheme introduced in the year 1964. In that year UTI has the monopoly over the mutual fund industry up to 1987. In 1987 government institutes were allowed to start mutual funds operations. In 1993 it has opened for private sector. The regulations on mutual funds came in the year 1996. Today there are near about 42 mutual funds companies operated in India. Moreover, government is doing every effort to promote the mutual funds in India. In 1999 it has exempted the all dividend incomes in the hands of investors fully tax free. As of 31 December 2013, the Indian mutual fund industry manages assets worth approximately Rs. 876,522 crores. Investors are the principal to invest their money in mutual funds and fund managers are played their money with effective return. Well-structured questionnaire was circulated among mutual fund investors and to collected 125 investor's respondents, Convenience sampling method used to collect the samples. Data source used to describe the interpretation with the help of statistical package of social sciences.*

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